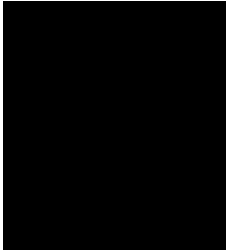


Ratecard

Client	Hold Co
Army/ARNG	OMG
USAF/USSF	OMG
Navy	WPP
USMC	WPP
USPS	IPG

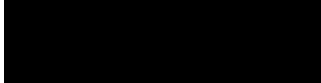


Client	Buying Door	Agency	Hold Co	Payments Profile
Army	DV360	OMD	Omnicom	
ARNG	DV360	OMD	Omnicom	
USAF	Direct	GSD&M	Omnicom	
USSF	Direct	GSD&M	Omnicom	
Navy	Direct	Wavemaker	Group M	
USMC	Direct	Mindshare	Group M	

<b>Sequential Liability</b>	<b>Demo</b>	<b>guarnteed</b>
US Department of Defense8807-8357-1919	Influencers: 25+	No
US Department of Defense8807-8357-1919	Influencers: 25+	No
UNITED STATES DEPARTMENT OF THE AIR FORCE; do 18-24)		No
UNITED STATES DEPARTMENT OF THE AIR FORCE; 18-44		No
N/A	18-24	No
United States Marine Corps8921-1874-2783	<b>M18-24 + DAR</b>	<b>YES</b>

<b>Lineups?</b>	<b>Affinities?</b>	<b>Buys BOV?</b>	<b>Viewability Vendor</b>	<b>Viewability Billing</b>
No	Yes	No	Double Verify	N/A
No	Yes	No	Double Verify	N/A
check	Sometimes	No	N/A	N/A
No	buy	No	N/A	N/A
No	Yes	No	MOAT	MOAT
No	Yes	No	Nielsen DAR	DAR Guarantee

**Viewability Vendor ID**



N/A

N/A

wavemaker

**Brand Safety Vendor**

Double Verify

Double Verify

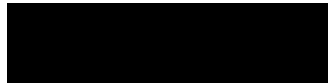
N/A

N/A

***Open Slate (TBD)***

***Open Slate (TBD)***

**Brand Safety Vendor ID**



N/A

N/A

***Open Slate (TBD)***

***Open Slate (TBD)***

Brand Lift Vendor	Brand Lift Vendor ID	ADH Vendor
Kantar		N/A Programmatic
Kantar		N/A Programmatic
Kantar		N/A
N/A	N/A	N/A
N/A	N/A	Innovid
N/A	N/A	Innovid

ADH Vendor ID	Include Brand Lift?	Include Search Lift?
N/A Programmatic	Yes	Not possible via DV360
N/A Programmatic	Yes	Not possible via DV360
N/A	Yes	Yes
N/A	Yes	Yes
	Yes	Yes
	Yes	Yes

CAMPAIGN NAME	PRODUCT	START DATE	END DATE	BUDGET
Q2				
USAF FY20 Q2_INCREMENTAL_Zip Code Targeting	GP	2020-04-01	2020-06-30	
USAF FY20 Q2_INCREMENTAL_Extreme Sports	GP	2020-04-01	2020-06-30	
USAF FY20 Q2_INCREMENTAL_Technology	GP	2020-04-01	2020-06-30	
USAF FY20 Q2_INCREMENTAL_Gaming	GP	2020-04-01	2020-06-30	
USAF FY20 Q2_INCREMENTAL_Beauty Fashion/Entertai	GP	2020-04-01	2020-06-30	
USAF FY20 Q2_INCREMENTAL_Cars/Trucks/Racing	GP	2020-04-01	2020-06-30	
USAF FY20 Q2_INCREMENTAL_Science/EDU	GP	2020-04-01	2020-06-30	
Q2 2020 GP: USAF T.O. 017 Sight, Sound & Motion	GP	2020-04-01	2020-06-30	
Q3				
USAF FY20 Q3_INCREMENTAL_Zip Code Targeting	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Extreme Sports	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Technology	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Gaming	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Beauty Fashion/Entertai	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Cars/Trucks/Racing	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Science/EDU	GP	2020-07-01	2020-09-30	
USAF FY20 Q3_INCREMENTAL_Action Game Fans CDI	GP	2020-07-01	2020-09-30	
Q3 2020 GP: USAF T.O. 017 Sight, Sound & Motion	GP	2020-07-01	2020-09-30	



BART LINK	BART ID	STATUS	SEARCH LIFT	Search Lift Updated to 2.0
https://bart.cor		Delivering	COMPLETE	
https://bart.cor		Delivering	N/A	
https://bart.cor		Delivering	<a href="#">COMPLETE</a>	
https://bart.cor		Delivering	COMPLETE	
https://bart.cor		Delivering	COMPLETE	
https://bart.cor		Delivering	COMPLETE	
https://bart.cor		Delivering	COMPLETE	
https://bart.cor		Delivering	<a href="#">N/A</a>	
https://bart.cor		Ready		
https://bart.cor		Ready		
https://bart.cor		Ready		
https://bart.cor		Ready		
https://bart.cor		Ready		
https://bart.cor		Ready		
https://bart.cor		Ready		
https://bart.cor		Waiting for Creatives		
https://bart.cor		Ready		

COMMENTS	SHARED DOC	Original
		BRAND - Air Force, US Air Force, USA

		BRAND - Air Force, US Air Force, USA
--	--	--------------------------------------

<https://docs.goc>

**Recommended SL 2.0**

Branch - Air Force, USAF, United States Air Force, AirForce.comRecruitment - Air Force Requirements, Air Force R

Branch - Air Force, USAF, United States Air Force, AirForce.comRecruitment - Air Force Requirements, Air Force R

CAMPAIGN NAME	PRODUCT	START DATE	END DATE	BUDGET
USMC FY20 Youtube Flight 1	GP	2020-03-17	2020-03-31	
USMC FY20 Youtube Flight 1 (A18-24)	GP	2020-04-01	2020-05-24	
USMC FY20 Youtube Flight 1 YT TV ONI	GP	2020-03-17	2020-05-24	
USMC FY20 Youtube Flight 2_July-Sept	GP	2020-07-27	2020-09-30	
USMC FY20 Youtube Flight 2_July-Sept	GP	2020-07-27	2020-09-30	

BART LINK	BART ID	STATUS	SEARCH LIFT	Search Lift Updated to 2.0
https://bart.corp.		Expired	COMPLETE	
https://bart.corp.		Underdelivery	FAILED	We have some data in SL2 - <a href="https://sc">https://sc</a>
https://bart.corp.		Delivered	N/A	
https://bart.corp.		Expired	N/A	
https://bart.corp.		Expired	N/A	

**COMMENTS**

**SHARED DOC**

This was split due to underdelivery.

Original flight was until May 24

Looks like by default SL2 creates a ke

YTTV plan

YTTV plan

[Alyssa's doc](#) |

CAMPAIGN NAME	PRODUCT	START DATE	END DATE	BUDGET
Navy GP April/May 2020- Efficacy	GP	2020-04-17	2020-05-31	
Navy GP April/May 2020- Attitude	GP	2020-04-17	2020-05-31	
Navy May/June 2020 Job Security GP Book	GP	2020-05-11	2020-06-14	
Navy May/June 2020 Job Security GP Book	GP	2020-05-11	2020-05-13	
Navy May/June 2020 Job Security GP Book	GP	2020-05-13	2020-06-14	
Navy Job Security Jun-Aug 2020	GP			

BART LINK	BART ID	STATUS	SEARCH LIFT	COMMENTS	SHARED DOC
<a href="https://bart.co">https://bart.co</a>		Delivering	FAILED		
<a href="https://bart.co">https://bart.co</a>		Delivering	FAILED		<a href="https://docs.google.com">https://docs.google.com</a>
<a href="https://bart.co">https://bart.co</a>		Sold	N/A	Cancelled	
<a href="https://bart.co">https://bart.co</a>		Underdelivery	N/A		
<a href="https://bart.co">https://bart.co</a>		Delivering	IN PROGRESS		<a href="https://docs.google.com">https://docs.google.com</a>
<a href="https://bart.co">https://bart.co</a>					



**Original**

**Recommended SL 2.0**

Navy, US Navy, Branch: Navy, US Navy, United States Navy, America's Navy, forged by the sea Jobs/Career

eer: navy career, navy jobs, what can I do in the navy, roles in the Navy, Navy Adventure Benefits: navy pay, US

navy salary, navy bonus, navy job security, navy \$40k, Recruitment: navy recruiter, contact navy recruiter, navy

sign up, join navy, enlist navy

CAMPAIGN NAME	PRODUCT	START DATE	END DATE	BUDGET
Space Force- GP 05/14/20-8/31/20	GP	2020-05-14	2020-08-31	

BART LINK	BART ID	STATUS	SEARCH LIFT	COMMENTS
<a href="https://bart.corp.">https://bart.corp.</a>		Delivering	IN PROGRESS	

**SHARED DOC**

**Original**

**Recommended SL 2.0**

BRAND - Air Force, US Air Force Branch - Air Force, USAF, United S

CAMPAIGN NAME	PRODUCT	START DATE	END DATE
Army Influencers_FY20 Wave 2 Q2 (Mar 30 - Apr 26, 2020)	GP	2020-03-30	2020-04-26
Army Gen Z_FY20 Wave 2 Q2 (Mar 30 - Apr 26, 2020)	GP	2020-03-30	2020-03-26
Army Strategic Targets_FY20 Wave 2 Q2 (Mar 30 - May 14, 2020)	GP	2020-03-30	2020-05-14
Army Influencers_FY20 Wave 2 Q3 (Jun 29 - Sep 27, 2020)	GP	2020-06-29	2020-06-30
Army Gen Z_FY20 Wave 2 Q3 (Jun 29 - Sep 27, 2020)	GP	2020-06-29	2020-06-30
Army Strategic Targets_FY20 Wave 2 Q3 (Jun 29 - Sep 27, 2020)	GP	2020-06-29	2020-06-30



BUDGET	BART LINK	BART ID	STATUS	SEARCH LIFT	COMMENTS
	https://bart.corp		Delivered	<a href="#">N/A</a>	
	https://bart.corp		Underdelivery	<a href="#">N/A</a>	
	https://bart.corp		Delivered	<a href="#">N/A</a>	
	https://bart.corp			N/A	Media plan Cancelled
	https://bart.corp			N/A	Media plan Cancelled
	https://bart.corp			N/A	Media plan Cancelled

**SHARED DOC**

<https://docs.goc>

CAMPAIGN NAME	PRODUCT	START DATE	END DATE	BUDGET
Army National Guard_FY20 Wave 2 Q2 (M	GP	2020-03-30	2020-06-28	
Army National Guard_FY20 Wave 2 Q3 (Ji	GP	2020-06-29	2020-09-27	

BART LINK	BART ID	STATUS	SEARCH LIFT	COMMENTS
https://bart.corp		Delivering	<a href="#">N/A</a>	
https://bart.corp		Ready		

**SHARED DOC**

<https://docs.goo>

CAMPAIGN NAME	PRODUCT	START DATE	END DATE	BUDGET	BART LINK
USPS AMJ 2020_GM	GP	2020-05-02	2020-06-21		<a href="https://bart.com">https://bart.com</a>
USPS AMJ 2020_Hispanic	GP	2020-05-02	2020-06-28		<a href="https://bart.com">https://bart.com</a>

BART ID	STATUS	BLS FAILED	COMMENTS	SHARED DOC
	Delivering	N/A		
	Delivering	N/A		<a href="https://docs.google.com">https://docs.goc</a>